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1987 U.S. PTO

12-11-00

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PTO/SB/05 (11-00)

Approved for use through 10/31/2002. OMB 0651-0032

U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

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UTILITY
PATENT APPLICATION
TRANSMITTAL

(Only for new nonprovisional applications under 37 CFR 1.53(b))

Attorney Docket No. 998002 PA3
First Inventor KADDECHE
Title TARGETING INTERNET ADVERTISEMENTS
Express Mail Label No. EJ 795612985 US

| | | | |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
| APPLICATION ELEMENTS | | ADDRESS TO: | |
| See MPEP chapter 600 concerning utility patent application contents. | | Assistant Commissioner for Patents Box Patent Application Washington, DC 20231 | |
| 1. <input checked="" type="checkbox"/> Fee Transmittal Form (e.g., PTO/SB/17) <small>(Submit an original and a duplicate for fee processing)</small> 2. <input checked="" type="checkbox"/> Applicant claims small entity status. COPY OF PREVIOUSLY SUBMITTED <small>See 37 CFR 1.27.</small> 3. <input checked="" type="checkbox"/> Specification [Total Pages 16] | | 7. <input type="checkbox"/> CD-ROM or CD-R in duplicate, large table or Computer Program (Appendix) 8. Nucleotide and/or Amino Acid Sequence Submission <small>(if applicable, all necessary)</small> <ol style="list-style-type: none"> <input type="checkbox"/> Computer Readable Form (CRF) Specification Sequence Listing on: <ol style="list-style-type: none"> <input type="checkbox"/> CD-ROM or CD-R (2 copies); or <input type="checkbox"/> paper <input type="checkbox"/> Statements verifying identity of above copies | |
| 4. <input checked="" type="checkbox"/> Drawing(s) (35 U.S.C. 113) [Total Sheets 2] 5. Oath or Declaration [Total Pages 2] <ol style="list-style-type: none"> <input type="checkbox"/> Newly executed (original or copy) <input type="checkbox"/> Copy from a prior application (37 CFR 1.63 (d)) <small>(for continuation/divisional with Box 18 completed)</small> <ol style="list-style-type: none"> <input type="checkbox"/> DELETION OF INVENTOR(S) <small>Signed statement attached deleting inventor(s) named in the prior application, see 37 CFR 1.63(d)(2) and 1.33(b).</small> 6. <input type="checkbox"/> Application Data Sheet. See 37 CFR 1.76 | | 9. <input type="checkbox"/> Assignment Papers (cover sheet & document(s)) 10. <input type="checkbox"/> 37 CFR 3.73(b) Statement <input type="checkbox"/> Power of <small>(when there is an assignee)</small> Attorney 11. <input type="checkbox"/> English Translation Document (if applicable) 12. <input type="checkbox"/> Information Disclosure Statement (IDS)/PTO-1449 <input type="checkbox"/> Copies of IDS 13. <input type="checkbox"/> Preliminary Amendment 14. <input checked="" type="checkbox"/> Return Receipt Postcard (MPEP 503) <small>(Should be specifically itemized)</small> 15. <input type="checkbox"/> Certified Copy of Priority Document(s) <small>(if foreign priority is claimed)</small> 16. <input type="checkbox"/> Request and Certification under 35 U.S.C. 122 (b)(2)(B)(i). Applicant must attach form PTO/SB/35 or its equivalent. 17. <input type="checkbox"/> Other: | |

18. If a CONTINUING APPLICATION, check appropriate box, and supply the requisite information below and in a preliminary amendment, or in an Application Data Sheet under 37 CFR 1.76:

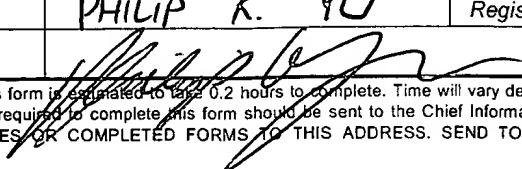
 Continuation Divisional Continuation-in-part (CIP) of prior application No. _____

Prior application information: Examiner _____ Group Art Unit _____

For CONTINUATION OR DIVISIONAL APPS only: The entire disclosure of the prior application, from which an oath or declaration is supplied under Box 5b, is considered a part of the disclosure of the accompanying continuation or divisional application and is hereby incorporated by reference. The incorporation can only be relied upon when a portion has been inadvertently omitted from the submitted application parts.

19. CORRESPONDENCE ADDRESS

| | | | | |
|------------------------------------------------------------|-----------------------------------------------------|-----------|--------------|------------------------------------------------------------------|
| <input type="checkbox"/> Customer Number or Bar Code Label | (Enter Customer No. or other identification number) | | | <input checked="" type="checkbox"/> Correspondence address below |
| Name | PHILIP K. YU 1668 TURNPOST LANE | | | |
| Address | | | | |
| City | HACIENDA MTS. | State | CA | Zip Code 91745 |
| Country | | Telephone | 626-965-1202 | Fax |

| | | | |
|-------------------|-------------------------------------------------------------------------------------|-----------------------------------|----------------|
| Name (Print/Type) | PHILIP K. YU | Registration No. (Attorney/Agent) | 35,742 |
| Signature |  | | Date 12-9-2000 |

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JC639 U.S. PTO
09/73389112/09/00
1987 U.S. PTO

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FEE TRANSMITTAL for FY 2001

Patent fees are subject to annual revision.

TOTAL AMOUNT OF PAYMENT (\$ 355)

Complete if Known

| | | |
|----------------------|-----------------|--|
| Application Number | | |
| Filing Date | 12-9-2000 | |
| First Named Inventor | KARIM KADDECHYE | |
| Examiner Name | | |
| Group Art Unit | | |
| Attorney Docket No. | 998007 PA3 | |

METHOD OF PAYMENT

1. The Commissioner is hereby authorized to charge indicated fees and credit any overpayments to:

| | |
|------------------------|--|
| Deposit Account Number | |
| Deposit Account Name | |

Charge Any Additional Fee Required
Under 37 CFR 1.16 and 1.17

Applicant claims small entity status.
See 37 CFR 1.27

2. Payment Enclosed:

Check Credit card Money Order Other

FEE CALCULATION

1. BASIC FILING FEE

| Large Entity Fee Code (\$) | Small Entity Fee Code (\$) | Fee Description | Fee Paid |
|----------------------------|----------------------------|-------------------------------|----------|
| 101 | 710 | 201 355 Utility filing fee | 355 |
| 106 | 320 | 206 160 Design filing fee | |
| 107 | 490 | 207 245 Plant filing fee | |
| 108 | 710 | 208 355 Reissue filing fee | |
| 114 | 150 | 214 75 Provisional filing fee | |

SUBTOTAL (1) (\$ 355)

2. EXTRA CLAIM FEES

| Extra Claims | Fee from below | Fee Paid |
|--------------|------------------------------------------------------------------------------|----------|
| 13 | -20** = <input type="text"/> X <input type="text"/> = <input type="text"/> 0 | |
| 3 | -3** = <input type="text"/> X <input type="text"/> = <input type="text"/> 0 | |
| | | |

Large Entity Small Entity

| Fee Code (\$) | Fee Code (\$) | Fee Description |
|---------------|---------------|------------------------------------------------------------------|
| 103 | 18 | 203 9 Claims in excess of 20 |
| 102 | 80 | 202 40 Independent claims in excess of 3 |
| 104 | 270 | 204 135 Multiple dependent claim, if not paid |
| 109 | 80 | 209 40 ** Reissue independent claims over original patent |
| 110 | 18 | 210 9 ** Reissue claims in excess of 20 and over original patent |

SUBTOTAL (2) (\$ 0)

**or number previously paid, if greater; For Reissues, see above

FEE CALCULATION (continued)

3. ADDITIONAL FEES

| Large Entity Fee Code (\$) | Small Entity Fee Code (\$) | Fee Description | Fee Paid |
|----------------------------|----------------------------|-----------------------------------------------------------------------------------|----------|
| 105 | 130 | 205 65 Surcharge - late filing fee or oath | |
| 127 | 50 | 227 25 Surcharge - late provisional filing fee or cover sheet | |
| 139 | 130 | 139 130 Non-English specification | |
| 147 | 2,520 | 147 2,520 For filing a request for ex parte reexamination | |
| 112 | 920* | 112 920* Requesting publication of SIR prior to Examiner action | |
| 113 | 1,840* | 113 1,840* Requesting publication of SIR after Examiner action | |
| 115 | 110 | 215 55 Extension for reply within first month | |
| 116 | 390 | 216 195 Extension for reply within second month | |
| 117 | 890 | 217 445 Extension for reply within third month | |
| 118 | 1,390 | 218 695 Extension for reply within fourth month | |
| 128 | 1,890 | 228 945 Extension for reply within fifth month | |
| 119 | 310 | 219 155 Notice of Appeal | |
| 120 | 310 | 220 155 Filing a brief in support of an appeal | |
| 121 | 270 | 221 135 Request for oral hearing | |
| 138 | 1,510 | 138 1,510 Petition to institute a public use proceeding | |
| 140 | 110 | 240 55 Petition to revive - unavoidable | |
| 141 | 1,240 | 241 620 Petition to revive - unintentional | |
| 142 | 1,240 | 242 620 Utility issue fee (or reissue) | |
| 143 | 440 | 243 220 Design issue fee | |
| 144 | 600 | 244 300 Plant issue fee | |
| 122 | 130 | 122 130 Petitions to the Commissioner | |
| 123 | 50 | 123 50 Processing fee under 37 CFR 1.17(q) | |
| 126 | 180 | 126 180 Submission of Information Disclosure Stmt | |
| 581 | 40 | 581 40 Recording each patent assignment per property (times number of properties) | |
| 146 | 710 | 246 355 Filing a submission after final rejection (37 CFR § 1.129(a)) | |
| 149 | 710 | 249 355 For each additional invention to be examined (37 CFR § 1.129(b)) | |
| 179 | 710 | 279 355 Request for Continued Examination (RCE) | |
| 169 | 900 | 169 900 Request for expedited examination of a design application | |
| Other fee (specify) _____ | | | |

*Reduced by Basic Filing Fee Paid

SUBTOTAL (3) (\$ 0)

| | | | | |
|-------------------|---------------------|-----------------------------------|-------|------------------------|
| SUBMITTED BY | | Complete (if applicable) | | |
| Name (Print/Type) | PHILIP K. YU | Registration No. (Attorney/Agent) | 35742 | Telephone 626-965-1202 |
| Signature | <i>Philip K. Yu</i> | | | Date 12-9-2000 |

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CERTIFICATE OF MAILING - EXPRESS MAIL

37 CFR §1.10

Express Mail Mailing Label Number - **EJ795612985US**

Date of Deposit: **December 9, 2000**

Docket No.: 998002 PA3

Title: Method and System For Targeting Internet Advertisements and Messages
By Geographic Location

Inventors: Karim Kaddeche; John Wang

16 pages of Specification; 2 Sheets of Drawings;

Declaration and Power of Attorney

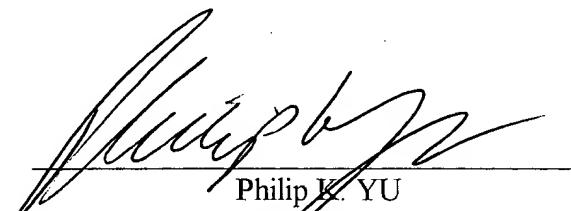
Application Transmittal; Fee Transmittal

Return Post Card

Check No. 628 Amount \$ 355

COPY OF SMALL ENTITY STATEMENT PREVIOUSLY SUBMITTED

I hereby certify that this paper is being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 CFR 1.10 on the date indicated above and is addressed to the, **Assistant Commissioner of Patents, BOX Patent Application, Washington, D.C. 20231**.


Philip K. YU

Registered Patent Attorney

Reg. No. 35,742